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Home Appliance NewsLine

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AUGUST SHIPMENTS DOWN FOR MAJOR APPLIANCES EXCEPT MICROWAVE OVENS

CHICAGO -- August shipments of major home appliances exceeded 4 million units, but failed to reach the level of the same period one year ago, reports the Association of Home Appliance Manufacturers (AHAM).

Although shipments were down 4.1%, this was still the third best August in history for the industry.

While most of the products fell below their August 1988 levels, microwave oven shipments increased 24.3% to 956,500 units. This product has been the appliance phenomenon of the '80s, frequently surpassing the shipment levels of every other major appliance.

With over 75% of U.S. households now owning at least one of these appliances, lessened demand is anticipated for microwave ovens over the coming years. However, as was the case in August, increases in monthly shipments may occur from time to time.

Annual microwave oven shipments peaked in 1987 at 12.6 million units, dropped to nearly 11 million units in 1988, and are expected to approximate 10.6 million units this year.

Although appliance shipments declined in August, shipments for the first 8 months of the year increased 2.1% to more than 33.6 million units. By year-end, however, they too will be down.

According to the latest forecast, the industry expects shipments this year to surpass 48.2 million units, 2.1% fewer than the 1988 total.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
August, 1989

	AUGUST			CALENDAR YEAR TO DATE		
	1989	1988	% Change	1989	1988	% Change
ALL MAJOR APPLIANCES**	4,023.3	4,196.3	-4.1%	33,614.3	32,932.2	2.1%
COOKING - TOTAL	1,409.1	1,239.1	13.7%	10,420.0	9,836.6	5.9%
ELECTRIC RANGES - TOTAL	275.6	287.1	-4.0%	1,991.4	2,081.7	-4.3%
Free Standing	219.1	234.1	-6.4%	1,571.7	1,667.7	-5.8%
Built-In	56.5	53.0	6.6%	419.7	414.0	1.4%
GAS RANGES - TOTAL	191.2	198.7	-3.8%	1,377.1	1,425.7	-3.4%
Free Standing	182.1	187.5	-2.9%	1,303.6	1,340.6	-2.8%
Built-In	9.1	11.2	-18.8%	73.5	85.1	-13.6%
MICROWAVE OVENS/RANGES***	956.5	769.5	24.3%	7,160.8	6,448.7	11.0%
HOME LAUNDRY - TOTAL	901.9	1,017.9	-11.4%	7,109.5	7,112.6	0.0%
AUTOMATIC WASHERS	524.5	588.7	-10.9%	4,127.8	4,125.0	0.1%
DRYERS - TOTAL	377.3	429.2	-12.1%	2,981.7	2,987.6	-0.2%
Electric	291.6	329.8	-11.6%	2,303.0	2,316.3	-0.6%
Gas	85.7	99.4	-13.8%	678.8	671.4	1.1%
KITCHEN CLEAN UP - TOTAL	599.0	736.9	-5.1%	5,383.4	5,475.3	-1.7%
DISPOSERS	362.8	363.6	-0.2%	2,835.1	2,752.6	3.0%
DISHWASHERS - TOTAL	318.6	349.3	-8.8%	2,408.0	2,563.7	-6.1%
Built-In	303.8	329.2	-7.7%	2,274.8	2,402.7	-5.3%
Portable	14.8	20.1	-26.4%	133.2	161.0	-17.3%
COMPACTORS	17.6	24.0	-26.7%	140.3	159.1	-11.8%
FOOD PRESERVATION - TOTAL	830.9	932.6	-10.9%	5,713.3	5,814.0	-1.7%
REFRIGERATORS	687.2	781.1	-12.0%	4,845.6	4,897.7	-1.1%
FREEZERS - TOTAL	143.7	151.6	-5.2%	867.7	916.4	-5.3%
Chest	81.9	79.8	2.6%	495.2	492.5	0.5%
Upright	61.8	71.8	-13.9%	372.5	423.9	-12.1%
HOME COMFORT - TOTAL	182.4	269.7	-32.4%	4,988.0	4,693.6	6.3%
ROOM AIR CONDITIONERS	147.9	198.1	-25.3%	4,451.0	4,055.8	9.7%
DEHUMIDIFIERS	34.6	71.6	-51.7%	537.1	637.9	-15.8%

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.